-MAGAZine

Focusing on Regional Excellence

November 2001



Vol. 6: No. 4

Western States Transportation Planners Share Ideas, Insights

Transportation planning experts from around the Western United States shared information, ideas and best practices as they met in Phoenix last month for the Western States Intermodal Planning Group (IPG) 2001 Annual Conference.



Attendees were treated to a wide variety of session topics at the conference, which was hosted by the

Maricopa Association of Governments (MAG). Topics included everything from regional governance issues to airspace congestion. Other sessions looked at environmental streamlining, videoconferencing, and how to obtain input from minority populations and low-income communities in transportation planning. The theme of the two-day conference was "Diversity in the 21st Century and the Challenge to Transportation."



A highlight of the conference was the keynote address by Linnea Bernard McCord, an associate professor of business law from Pepperdine University. McCord, who has served as legal counsel for a number of multinational companies, addressed issues of the global economy in the Western United States. McCord told the audience that the recent terrorist attacks on America

should serve as an economic wake-up call.

"There is no better symbol of what our lives in the 21st century global economy are going to look like than the attack on the World Trade Center on Sept. 11, 2001," said McCord. "By that, I am not

Western States Transportation continued on page 10

Best practices in transportation planning throughout the West were highlighted during the introductory presentation.

INSI	DE
this is	Esue

From the Chair	2
Clean Air Award	3
Bicycle & Walking Conference	3
Domestic Violence Update	4
Review of General Plans	5
Community Values in RTP	6

Transportation Study	7
Take Me to the Fair	7
Videoconferencing System	8
Street Sweeper Review	9
Contingency Planning Forum	
Calendar	12





Phoenix Mayor Skip Rimsza

From the Chair

If you're a regular reader of MAGAZine, you probably remember that our last issue was dedicated to efforts being made by our agency to "build a better MAG." This is being done through the work of a task force that, with the help of an advisory committee, is analyzing the organizational responsibilities and governance structures of MAG.

For example, we are looking at issues that include expanding the MAG membership to potentially include business, education and other governmental interests; enabling MAG to identify the adequacy of regional public facilities to accommodate major developments that occur within jurisdictions; and an examination of whether transit planning functions should be integrated into MAG.

Whatever structural changes are eventually wrought by this introspection, a clarion call emerges: regional planning and

-MAGAZine

MAGAZine is a quarterly newsletter of the Maricopa Association of Governments. It focuses on the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, (602) 254-6300.

Skip Rimsza

Mayor of Phoenix Regional Council Chairman

James M. Bourey Executive Director

Kelly Taft *Editor*

Gordon Tyus Graphic Design



cooperation are crucial not only to our well-being as a region but also to our strength as individual cities. Businesses and other types of economic development are drawn to an area for a variety of reasons – including whether the transportation system is adequate for the movement of goods and employees; whether the infrastructure supports a high quality of life; whether the environment is clean; whether support services are in place for families who relocate: whether citizen involvement in governmental decisions is encouraged; and more. The evaluation list encompasses the total regional picture.

You simply can not have healthy cities without a healthy region. In other words, when we support the region, we support ourselves.

Some will ask why any change to our organization is necessary.

MAG has done an excellent job as this region has grown into a wonderful place to live. But our current governance structure was developed in the 1960s – it needs to be reexamined to see if it responds to the dynamic nature of our expanding region.

The MAG Governance Task
Force will soon present a list of
recommendations to the MAG
Regional Council for action. I'm
sure we will have some energetic
dialogue over many of the fine
points of these recommendations, but there is one thing for
which I hope there is no debate:
that we recognize the need to
evolve and be accountable for the
decisions we make.

council members

◆ Mayor Skip Rimsza

Phoenix, Chair

◆ Mayor John Keegan

Peoria, Vice-Chair

◆ Mayor Jay Tibshraeny

Chandler, *Treasurer* **Mayor Ron Drake**

Mayor Dusty Hull

Avondale

Buckeye

Mayor Edward C. Morgan

Carefree

Vice Mayor Ralph Mozilo

Cave Creek

Mayor Jose "Roy" Delgado

El Mirage

Mayor Sharon Morgan

Fountain Hills

Mayor Chuck Turner

Gila Bend

Governor Donald Antone

Gila River Indian Community

Mayor Steve Berman

Gilbert

Mayor Elaine M. Scruggs

Glendale

◆ Mayor William Arnold

Goodyear Guadalupe

Mayor Margarita Cota

Mayor J. Woodfin Thomas
Litchfield Park

Supervisor Andy Kunasek

Maricopa County

◆ Mayor Keno Hawker

Mesa

Mayor Edward F. Lowry

Paradise Valley

Mayor Wendy Feldman-Kerr

Queen Creek

President Ivan Makil

Salt River Pima-Maricopa Indian Community

Mayor Mary Manross

Scottsdale

Mayor Joan Shafer

Surprise

Mayor Neil G. Giuliano

Tempe

Mayor Adolfo Gamez

Tolleson

Mayor Larry Roberts

Wickenburg

Mayor Daphne Green

vviokolibali

Youngtown

F. Rockne Arnett and Dallas Gant Arizona Department of Transportation Bill Beyer

> Citizens Transportation Oversight Committee

Executive Committee Members



MAG Wins Clean Air Award

The Maricopa Association of Governments (MAG) was honored with the Valley Forward Environmental Excellence Award of Merit for an air quality education initiative known as *It All Adds Up to Cleaner Air*.

The Environmental Excellence Awards program is Arizona's oldest and largest environmental competition, honoring significant contributions to the environment in 27 categories. The *It All Adds Up to Cleaner Air* program was selected as a winner in the category of environmental education. The award was presented during a dinner and awards ceremony at the Phoenician Resort September 21, 2001.

MAG began implementing the *It All Adds Up to Cleaner Air* program in 1999, after being selected by the Environmental Protection Agency and the U.S. Department of Transportation as one of only 14 "Demonstration Communities"

Clean Air Award cont. on page 10

"Reclaiming" Streets Focus of Bicycle & Walking Conference

Seeing streets as a place for community is the first step toward "reclaiming" them for their most important purpose, according to an Australian author and keynote speaker for the 2001 Bicycling and Walking Conference held October 3 in Tempe.

David Engwicht, author of *Street Reclaiming: Creating Livable Streets and Vibrant Communities*, said you must start with the basic assumption that the primary role for a city is as a place to increase "exchange efficiency," meaning a way to promote exchange and minimize travel.

"An exchange is any interaction, whether commercial or social," explained Engwicht. "Cities facilitate exchanges in two ways: planned and unplanned. The unplanned exchanges are spontaneous and vital because they allow a greater creativity. Streets and public spaces are the primary space for spontaneous exchanges," he said. In other words, Engwicht believes streets serve a dual function: as space for moving people to destinations where planned exchanges can be made, and as meeting space where spontaneous exchanges occur.

Engwicht presented his innovative concepts to more than 100 conference attendees, including engineers, planners, neighborhood activists, neighborhood service providers, and bicycle and pedestrian planners. The conference was cosponsored by MAG, the City of Tempe, and the Regional Public Transportation Authority.





Engwicht says the presence of people on the street slows traffic because of the two factors of intrigue and uncertainty. Drivers increase their speed on streets as they become familiar with an environment. People can come together and reclaim their streets by creating "ever-changing streets." Engwicht says this can be accomplished by modifying the landscape: adding art, chalk murals, flags, sculptures, or outdoor chess sets. He says such changes inspire drivers to be more careful, drive more slowly and be more attuned to the neighborhood, all of which help create communities that are safer and more desirable places in which to live.

If you would like to know more about David Engwicht's thoughts on reclaiming streets, you can visit his Web site at www.lesstraffic.com.



David Engwicht, author of Street Reclaiming: Creating Livable Streets and Vibrant Communitites

Domestic Violence Council Targets Those Who Can Help Most

The MAG Domestic Violence Council is continuing its mission to provide resources and education to address family violence, by reaching out to those who may interact most with victims and batterers – including faith leaders, employers, health care workers, local governments, and crisis response teams.



"Each of these groups has the need for information and resources, but each also plays a different role within the violence cycle," said MAG Domestic

Violence Specialist Kristina Rivera. "We hope to educate these various communities about their role in responding to domestic violence, and why it's crucial they become part of a coordinated, community response to this pervasive issue," she said.

As part of its efforts, the Council has written and distributed four resource guides that are targeted for use in specific areas, including the workplace, faith communities, cities, and by crisis response teams.

For example, three women per week are killed nationwide by partners at their place of work. The resource guide for employers contains valuable information about how businesses can develop safety policies, how they can

support victims, what managers should know to recognize signs of abuse, and how agencies can partner with other corporations to better access domestic violence resources.

"Each of us has an opportunity to reduce the spread of one of the most serious public health threats of all time," writes Governor Jane Hull at the beginning of the manual. "By working together we have the power to change our culture. We can reduce domestic violence by speaking out against it and by reaching out to help the victims."

Another place women often turn to for help is their place of worship.

"Unfortunately, many faith leaders are unprepared or illequipped to handle domestic violence within their congregations," said Rivera. "The Domestic Violence Resource Guide for Faith Leaders provides information such as what you should and shouldn't say to victims, how to hold batterers accountable, the effects on children, available resources, and how to create a safer place," she said.

The Reverend Deborah Lerner, who serves on the MAG Domestic Violence Council, remembers the day a well-educated, intelligent woman came to her office after a sermon on domestic violence. The woman, a faithful church member, had to rise every day at 5 a.m. to go to work at 6:30. Her husband had been waking

her regularly at midnight, keeping her awake for hours, telling her all the things she had done wrong. She wondered: Is that normal?

"The woman was exhausted, physically, emotionally and spiritually," recalls Lerner. "My seminary training had not prepared me to handle a question like that." Reverend Lerner used her experiences to help write the faith guide.

In the *Crisis Response Manual*, crisis teams are given critical information on how to provide support to victims at a crime scene without interfering with police investigations. Teams are given additional instruction such as how to preserve evidence and how to provide grief counseling.

A fourth training guide helps cities establish local domestic violence coordinating councils, and a fifth project is in the works for hospitals and health care workers. As part of that project, special safety kits are being developed for distribution to all health care organizations, in order to promote universal screening and awareness in both patients and employees. The kit will contain items such as a training videotape, safety plan brochures, resources, and even a model protocol for hospitals to adopt in establishing a domestic violence policy.

For more information about MAG's domestic violence efforts, visit www.mag.maricopa.gov/dv/index.html.

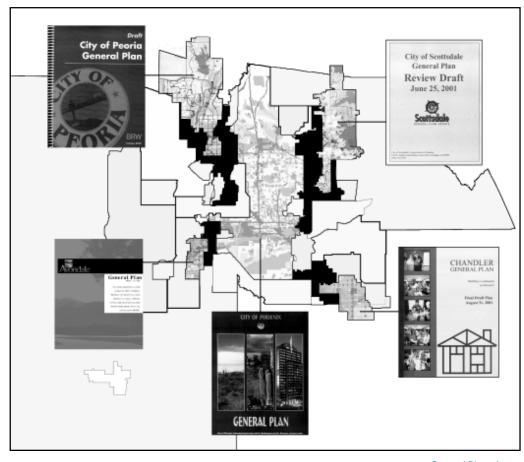
Cities Respond Positively to Review of General Plans

A review of general plans from cities around the region reveals a number of emerging trends, including a tendency for plans that are fairly broad and generalized, according to MAG Regional Development Manager Jack Tomasik.

MAG staff has been reviewing general plan updates and major amendments to help meet requirements of the Arizona **Growing Smarter and Growing** Smarter Plus laws. MAG has been working closely with member agency planning staffs in conducting the reviews and clarifying recommendations. To date, MAG has prepared reviews of general plans for Phoenix, Gilbert, Scottsdale, and for selected plan elements in Buckeye and Maricopa County. Additional reviews are currently underway for plans and amendments by the cities of Tempe, Chandler, Avondale, Glendale and Surprise.

"While each member agency plan is unique, there are several clear trends that are appearing," said Tomasik. "A primary issue has to do with the timeline under which the plans are being produced." Tomasik explained that because state law now requires that voters approve updates and amendments to the city's general plan, the timetables for which planning can be done have changed dramatically.

"The election process alone takes eight months," he said. "That means cities have to compress the time for the technical, input and review process in order to meet



election schedules – or risk missing dates for ratification." For example, the city of Phoenix, in an effort to respond to public input, revised its plan four times, but was not able to get the plan on this year's ballot. As a result, even though the city council will likely adopt the plan this month, the next regularly scheduled election isn't until 2003.

The tendency for plans to be fairly broad and generalized helps municipalities adhere to state statutes while giving them flexibility in implementation. But it also means there is not as much clarity as there might be when it comes to knowing how a particular area will be developed in the

future. "It can be a difficult line to walk," said Tomasik. "You don't want to hamstring your city by being too specific, yet you also want to have a clear idea of what will be taking place in order to provide for appropriate infrastructure."

One important trend has been that the land use components for at least four of the plans – Phoenix, Tempe, Scottsdale, and Gilbert – have achieved a jobs/housing balance that is at or above the county average. "If cities across the region follow suit, this balance could go a long

General Plan Reviews continued on page 10

General Plans from MAG jurisdictions are reviewed on the basis of adopted regional policies.

November 2001 MAGAZine Page 5

Values of Community to be Included in Regional Transportation Plan

Identifying what Valley residents value most in a transportation system has been a key objective in the creation of the new MAG Regional Transportation Plan.

The Regional Transportation Plan represents the most comprehensive transportation planning effort in the Valley in 40 years. It will replace the current Long Range Transportation Plan as the policy framework that directs major transportation investments in the region over the next 50 years – including roadways, public transit, bicycles, pedestrians, and aviation.

During the summer of 2001, MAG conducted 16 community focus groups throughout Maricopa



County to identify transportation ideas and issues from geographically and ethnically diverse groups of citizens. The focus groups consisted of more than 200 participants from the general public.

MAG also held five expert panel forums to identify and address major forces that will affect travel behavior in the future. Panels composed of national and regional experts explored five major topics, including Demographics and Social Change; New Economy; Environment and Resources; Land Use and Urban Development; and Transportation and Technology.

"The findings from the focus groups and expert panel forums, as well as a review of current and historical planning documents from cities across the region, will assist us in identifying regional values, goals and objectives," said MAG Transportation Manager Eric Anderson. "These preferences will be used to help develop the Regional Transportation Plan. They will also be used to develop performance measures by which future transportation projects will be evaluated and selected," said Anderson.

A set of draft values has been developed based on the expert forums, focus groups, and a synthesis of previous planning efforts (see inset).

The next major step of the MAG Regional Transportation Plan is the development of alternative growth concepts and transportation options. This will involve detailed modeling of population, land use, and future transportation scenarios for the MAG Region.

Further information regarding the MAG Regional Transportation Plan is available on the MAG Web site: www.mag.maricopa.gov.

What does the MAG Region value?

The Opportunity for Everyone to Improve Their Lives: We believe that all individuals in our growing and diverse population should have access to educational, employment, shopping, medical/health, recreational and cultural activities.

A Strong Growing Economy: We want a strong and growing economy that provides quality jobs, opportunities for personal growth and the ability to increase our standard of living.

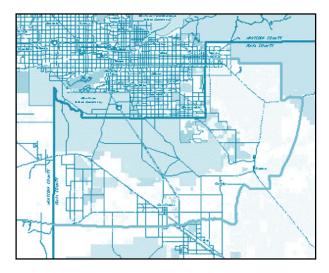
The Natural Environment: We care about protecting nature, maintaining a healthy environment, preserving unique open spaces and the natural beauty of the region for future generations.

Quality Life-Style Options: We want the region to develop in a way that offers a variety of safe, healthy, and pleasant neighborhood and working environments, recreational and cultural amenities, as well as options for how we travel.

Efficient Use of Public Resources: We want existing assets to be managed effectively and new investments made wisely, providing efficient services to the public.

Transportation Study Crosses County Lines

new study conducted jointly by the Maricopa Association of Governments (MAG) and the Central Arizona Association of Governments (CAAG) will look at the need for transportation



investments in southeastern Maricopa County and northern Pinal County.

With development along the border of the two counties creating common transportation concerns, the Southeast Maricopa County/Northern Pinal County Area
Transportation Study will help analyze growth trends and identify future transportation needs.

"This study represents a significant opportunity for us to work with our partners in Pinal County in coordinating our planning processes," said MAG Senior Project Manager Roger Herzog. "This area is growing rapidly, and the need for transportation improvements is already being recognized. This study will help us define the types of projects that will need to be funded in the short and long term," he said.

The exact study area is still being defined, but will cover communities in southeastern Maricopa County and will likely include nearly all of the Gila River Indian Community. Pinal County suggests the study area within that county be focused on the section north and west of Florence and Coolidge.

Once major transportation needs have been identified, the project consultant will develop and evaluate options for roadway, transit and alternative mode investments for the area. The ultimate goal will be to reach a consensus on preferred improvement concepts for the area. Proposed investments for the MAG area will be evaluated as part of the MAG Regional Transportation Plan. The cost of the study is \$300,000. MAG will foot \$200,000 of the bill, while CAAG and the Arizona Department of Transportation will each pay \$50,000.

The Southeast Maricopa County/ Northern Pinal County Area Transportation Study is one of three area studies being conducted by MAG. Other studies include the Southwest and Northwest areas of the Maricopa region.

Take Me to the Fair

hey may have come expecting only a turn on the Ferris wheel, but thousands of kids also got the chance to spin the "MAG Mastermind Wheel" during "Safety Days" at the Arizona State Fair October 20. The Wheel-of-Fortune-style game features five categories: Environment, Fun Facts, Geography, Human Services and Transportation. Based on the category, participants are then asked trivia questions about MAG and the region, to see if they are a "MAG Mastermind."

Thousands of children visited the MAG/ADOT booth.

MAG joined the Arizona Department of Transportation in hosting a booth at the fair during the Safety Days event, which was sponsored by the Governor's Office of Highway Safety. The aim was to get all safety agencies, such as police, fire and other organizations, under one roof to distribute information about safety to fair goers. Kids were provided with "passports" and given instructions to have their passports stamped by all agencies under the tent. If they collected enough stamps, they received a Governor's Office of Highway Safety bean-stuffed bear.

Thousands of children visited the MAG/ADOT booth. MAG distributed domestic violence safety information, as well as information about the Freeway Service Patrol and other transportation programs.

Regional Videoconferencing System Introduced to Valley Cities

ideoconferencing demonstrations are being held in cities across the region, as a means of familiarizing member agencies with the MAG Regional Videoconferencing System.



"To date, we have installed videoconferencing equipment in 28 cities, towns and Indian communities throughout Maricopa County," said MAG Videoconferencing Planner Heidi Pahl.

"Installation at the final site is pending, while we figure out a feasible network solution. Now our main focus has shifted to training users so that they're comfortable with the equipment and will begin using it to its ultimate capacity," she said.

At a recent videoconferencing "show and tell" with the Town of Queen Creek, the entire staff from the town manager to the

receptionist gathered during a lunch hour to learn more about their videoconferencing potential.

"The system worked smoothly and easily," said

Town Manager Cynthia Seelhammer. "This new access to MAG will make it possible for our small community to stay in touch with committees and regional activities. Now we can avoid the one-hour drive into Phoenix and still participate," she said.

Demonstrations have also been held during several MAG meetings, including Regional Council, Management Committee, Building Codes Committee, and Population and Technical Advisory Committee. Another demonstration is planned for the Air Quality Technical Advisory Committee in November.

The MAG Regional Videoconferencing System was highlighted during the Western

> States Intermodal Planning Group 2001 Annual Conference in October. During the "Connecting to the Regional

Community" session, MAG shared lessons learned during the creation of its regional system. Additional insights about the future of videoconferencing technology were shared by two national videoconferencing experts: Andrew Davis, Managing Partner at Wainhouse Research in Massachusetts, and Rick McConnell, Chief Operating Officer at Latitude Communications in California.

Both predicted that videoconferencing will continue to grow in popularity as companies discover the value of being able to conduct cross-regional meetings, interviews and other business without ever leaving the office and without expensive travel bills.

Other ongoing videoconferencing tasks include the process of "system acceptance" – technical checks to verify that all videoconferencing equipment at the end sites works properly. In addition, monthly workshops for site coordinators are being scheduled to assist them in supporting end users at their site.







Pollution-Fighting Street Sweepers Focus of Review

Most of us probably don't give much notice to the street sweeper that rolls through our neighborhood – except maybe to nod approvingly at the clean street left in its wake.

But recently, street sweepers have begun playing another important clean-up role: helping to clear the air as well as the pavement. Using vacuums and other technology, a new genre of street sweepers are able to suck up dust from paved roads that would otherwise be stirred back up into the air by passing vehicles.

Dust pollution is considered a serious health threat in Maricopa County, which is currently classified as "Serious" for particulate matter pollution. The formal name for this type of pollution is "PM-10," which refers to particulate matter less than 10 microns in diameter.

"Street sweepers are now being engineered to help reduce PM-10," said MAG Air Quality Planning Program Manager Douglas Collins. "These street sweepers are first tested by an independent test facility, and if they're found to be effective, they are then certified by an air quality management district in California as being PM-10 efficient," he said.

To be certified, the sweepers must pick up at least 80 percent of material on a roadway and emit to the air no more than 200 milligrams of PM-10 per meter traveled. Although certification

was originally limited to vacuum and regenerative sweepers, certification has now been achieved by sweepers from all four sweeper types: vacuum, regenerative air, dry vacuum, and mechanical broom.

MAG recently conducted a review to look at how PM-10 certified street sweepers might be incorporated into municipal fleets in the Valley. The review examined operational characteristics of both certified and noncertified sweepers, including driving characteristics, sweeper speed, dumping and bin capacity, pickup efficiency, reliability, safety and other factors.

The study looked at experiences with street sweepers in both California and locally. Findings from public works departments in California were that certified sweepers cleaned streets better than noncertified, but that the costs of the equipment and maintenance were a little higher. In local studies, agencies rated certified sweepers in 45 areas. The certified sweepers were rated higher in 15 categories, the same in 14 categories, and lower in 18 categories.

"For example, certified sweepers were rated higher in driving characteristics and handling, preventative maintenance, ease of work, and other factors – including dust emissions," said Collins. "Noncertified sweepers rated better in terms of speed, dumping and capacity, pick-up



efficiencies and safety. The sweepers were about the same when it came to water consumption and reliability."

Alternative Transportation Use Encouraged During Winter Pollution Season

Did you know that for every 37 miles you drive your car, you put one pound of exhaust emissions into the air? Considering that in the total vehicle miles traveled in the Phoenix metropolitan area are about 70 million miles per day, it doesn't take much to figure out that a lot of pollution is being generated by vehicles each day in the Valley.

During a Winter Pollution Season Press Conference and Kickoff November 1st, MAG Vice Chairman John Keegan urged residents to consider other methods than driving alone for getting to work – especially during High Pollution Advisory days.

"Each of us has the power to make simple, everyday choices that can add up to cleaner air," said Keegan, who is the mayor of the city of Peoria. "One day we can choose to ride the bus. The next, we can telework. The next, carpool or ride a bike."

On a larger scale, said Keegan, residents can consider finding employment close to home, or vice versa.

"If we all make these simple, everyday choices, the compound effect will be one of ever-clearer skies – and we can all breathe a little easier," he said.

Keegan added that significant strides have been made in improving the region's air quality. The Valley has now gone five years without an ozone violation and four years without a carbon monoxide violation.

Western States Transportation

Cont. from page 1

referring to the thousands of lives lost or the billions of dollars in property damage caused by the senseless acts of terrorists. What I am saying is that the World Trade same in this country. We will be profoundly different. And therein lies our strength," she said.

Other presentations included a look at "best practices" in transportation planning around the Western United States. Highlighted practices included 22 projects from the California Department of Transportation that had received Excellence in Transportation awards, as well as additional projects from California and the states of Hawaii, South Dakota, Washington, and Arizona.

A number of MAG projects were highlighted, including the Freeway Service Patrol, Elderly Mobility Initiative, Regional Videoconferencing System, and Community Outreach Program, as well as a look at successes in establishing cooperative revenue forecasting.

A CD-ROM with copies of the presentations is available. For more information visit: www.mag.maricopa.gov/ipg/index.htm.

General Plan Reviews

Cont. from page 5

way in minimizing cross-region commuting and regional transportation system costs," said Tomasik.

So far, cities have been very willing to incorporate review recommendations. For example, Phoenix incorporated all but three of 24 recommendations, and Buckeye agreed to adopt a recommendation for 1.2 jobs per dwelling unit to mitigate regional transportation impacts.

"The best part of this process has been the positive relationships that have developed between the city planners and MAG," added Tomasik. "They understand our role is one of analyst and advisor, to point out potential implications to adjoining communities or the region. The information we provide gives them a clearer idea of how their plans link with those of their neighbors, and how they fit into the overall regional picture."





Linnea Bernard
McCord, an
associate professor
of business law
from Pepperdine
University.

Center attack is a potent example of the kind of sudden, unexpected change caused by something beyond our borders and outside of our control that causes massive dislocation, shakes us to our core, and results in an abrupt change of direction, that the 21st century global economy will bring," she said.

McCord went on to say that the good news is that there is no other country in the world better equipped to deal with this new reality than the United States of America. "We will never be the



MAG Wins Clean Air Award

Cont. from page 3

nationwide to participate in the program. The purpose of the initiative was to let people know that the choices they make in getting around town have a direct impact on the quality of the air we breathe, and that there are very simple actions they can take to reduce traffic congestion and improve air quality.

The two-year campaign focused on three main messages: combine trips, maintain your car, and use alternative modes of transportation. From an initial \$25,000 grant, MAG leveraged nearly \$1,000,000 in advertising and public relations through two summer ozone campaigns, which were conducted in cooperation with Valley Metro and the Clean Air Campaign. The total audience impressions for the campaign period was 7,434,010.

It all adds up to cleaner air

MAG Hosts Contingency Planning Forums

With national nervousness at an all-time high in the wake of the September 11 terrorist attacks, the Valley's municipal leaders want to make sure ample dialogue takes place between cities as they evaluate their individual preparedness plans.

The Maricopa Association of Governments is hosting a series of Contingency Planning Forums to help cities, towns, and Indian Communities be better informed about preparedness efforts within various communities. The purpose of the forums is to allow member agencies to share best practices, identify resources, and exchange valuable information.

"Most of the cities and the state have already developed excellent disaster response plans," said MAG Executive Director James M. Bourey. "The purpose of these forums is to facilitate regional coordination, communication, and the sharing of resources in the event of a catastrophic event," he said.

During the first forum October 12, attendees heard a presentation from Marcus Aurelius, Emergency Management Coordinator for the City of Phoenix and member of the Arizona Domestic Preparedness Task Force.

Aurelius also serves as Terrorism Committee Chair for the International Association of Emergency Managers. He presented an overview on the city's efforts and answered questions from attendees.

One common challenge faced by communities is soothing the fears of residents and responding to the many various types of terrorism questions. One suggestion to come out of the first forum was to have public information officers from across the Valley combine efforts to develop methods for informing the public about the steps citizens can take to prepare for a potential disaster.



Public works directors and emergency services personnel from around the region discuss potential terrorist threats.

Some information sources that are already in place include:

Department of Health Services

Bioterrorism Hotline: (602) 364-4500, or 1-800-314-9243. Main Information Line: (602) 230-5820, or 1-800-496-9660.

American Red Cross

1-866-GET-INFO. Web site at www.redcross.org.

Federal Emergency Management Agency

Web site at www.fema.gov.

MAG Moment



Information Processing Specialist Elaine Trammell has been instrumental in organizing the MAG library, which is open to the public.



M Times G

2001-2002

November

- 1st 11:30 AM, MAG Governance Task Force
- 6th 10:00 AM, Transportation Review Committee
- 7th 9:00 AM, Contingency Planning Forum
- 7th 5:00 PM, Regional Council
- 8th 1:30 PM, Air Quality Technical Advisory Committee
- 9th 9:00 AM, Planners Stakeholders Group
- 13th 9:00 AM, Domestic Violence Council
- 13th 1:30 PM, Street Committee
- 14th 10:00 AM, Intelligent Transportation Systems Committee
- 14th 2:00 PM, Building Codes Committee
- 15th 1:30 PM, Human Services Coordinating Committee
- 20th 1:30 PM, Population Technical Advisory Committee
- 20th 1:30 PM, Regional Bicycle Task Force
- 21st 12:00 PM, Management Committee
- 27th 10:00 AM, Elderly Mobility Stakeholders
- 27th 1:00 PM, Transportation Safety Meeting
- 28th 10:00 AM, Regional Council Transportation Subcommittee
- 29th 10:00 AM, Telecommunications Advisory Group
- 29th 1:00 PM, Homeless Continuum of Care Steering Committee

December

- 5th 10:00 AM, Intelligent Transportation Systems Committee
- 6th 2:00 PM, Domestic Violence Council
- 11th 10:00 AM, Transportation Review Committee
- 11th 1:30 PM, Street Committee
- 12th 5:00 PM, Regional Council
- 13th 9:00 AM, Planners Stakeholders Group
- 13th 1:30 PM, Air Quality Technical Advisory
- 18th 1:30 PM, Population Technical Advisory Committee
- 18th 1:30 PM, Building Inspectors Forum
- 18th 1:30 PM, Regional Bicycle Task Force
- **19**th 10:00 AM, Intelligent Transportation Systems Committee
- 19th 10:00 AM, Pedestrian Working Group
- 19th 2:00 PM, Building Codes Committee
- 20th 9:00 AM, Homeless Continuum of Care Steering Committee
- 20th 1:00 PM, Human Services Coordinating Committee
- 27th 10:00 AM, Telecommunications Advisory Group

January

- 8th 1:30 PM, Street Committee
- **9**th 10:00 AM, Intelligent Transportation Systems Committee
- 10th 9:00 AM, Planners Stakeholders Group
- 15th 10:00 AM, Population Technical Advisory Committee
- 15th 1:30 PM, Building Codes Committee
- 16th 12:00 PM, Management Committee
- 17th 1:00 PM, Human Services Coordinating Committee
- 23rd 10:00 AM, Regional Council Transportation Subcommittee
- 24th 10:00 AM, Telecommunications Advisory Group
- 24th 1:30 PM, Homeless Continuum of Care Steering Committee
- 29th 10:00 AM, Transportation Review Committee
- 30th 10:00 AM, Regional Council

The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.

Please call (602) 254-6300 for confirmation.

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the Compass Bank Building, 302 N. 1st Avenue. Parking is available under the building. Please ask for parking validation at the meeting. Bus fares may be reimbursed with a valid transfer. Bike racks are available at the entrance to the parking garage.



302 N. 1st Avenue, Suite 300, Phoenix, AZ 85003 Telephone (602) 254-6300, Fax (602) 254-6490 Visit our Web site at: www.mag.maricopa.gov

PRST STD U.S. POSTAGE PAID PHOENIX AZ PERMIT NO. 3914